



Did You Know



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- Health Education is recognized as a specific occupation from the Department of Labor and the employment projections are growing faster than average ?
 - Many employers prefer the CHES credential and are promoting and hiring health educators?
 - Certain states such as New Jersey and Arkansas require health educators to have the certification ?
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CHES: Why I have these letters after my name and why you should too

Alissa Leavitt, MPH, CHES

Gwyn Ashcom, MPH, CHES

Laura Chisholm, MPH, MCHES

Julie A. Reeder, PhD, MPH, MS, CHES

Learning Objectives:

At the end of this presentation, participants will be able to:

- *Identify ways the CHES/MCHES brings added credibility among colleagues and employers*
 - *Describe how the CHES/MCHES enhances individual professional development, knowledge and skill sets, while also contributing to the enhancement of the profession*
 - *List the Seven Areas of Responsibility that make up the standards of the CHES/MCHES credentials*
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Learning Objectives:

At the end of this presentation, participants will be able to:

- *Identify and network with colleagues interested in preparing and taking the exam together*
 - *Understand CHES/MCHES exam logistics including eligibility, preparation, dates and locations*
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Agenda

- History and background of NCHEC
 - Overview of CHES & MCHES
 - Panel presentations
 - Exam eligibility
 - Questions
 - Networking
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NCHEC's Mission

National Commission for Health Education Credentialing

- Enhances the professional practice of Health Education by promoting and sustaining a credentialed body of Health Education Specialists
- To meet this mission
 - Certifies health education specialists
 - Promotes professional development
 - Strengthens professional preparation and practice



CHES Certification

- This certification has been developed for
 - health education professionals
 - mastery of the fundamental skills
 - across all practice settings
 - voluntary credentialing
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What is a CHES?

- A CHES is an individual who has:
 - Met academic eligibility
 - Passed a written examination
 - An ongoing commitment to continuing education and professional development
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Benefits of Certification



- Establishes national standard
 - Attests to individual's knowledge and skills
 - Assists employers in identifying qualified practitioners
 - Sense of pride and accomplishment
 - Promotes continued professional development
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Think, Pair & Share

- What kind of skills and competencies would you expect a CHES to have?
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Health Education Specialists: Seven Areas of Responsibilities

Assess

Plan

Implement

Evaluate/Research

Administer

Communicate/Advocate

Act as a Resource

CHES Eligibility Requirements

- Bachelor's, Masters or Doctoral degree from an accredited institution AND
 - *A major in: health education, community health education, public health education, school health education*
 - OR
 - *25 semester hours (37 quarter hours) specific to course work related to competencies*
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Master Certified Health Education Specialist (MCHES) Credential



1st MCHES EXAM: October 15, 2011

ELIGIBILITY:

CHES

Minimum of the past 5 continuous years active status

Non-CHES

Or CHES <5 yrs active status

Master's degree or higher in Health Education

OR

Master's degree or higher with transcript reflecting **25** semester hours addressing the Seven Areas of Responsibility



5 yrs experience as a health education specialist

- CV/Resume
- 2 letters of recommendation

Panel Presentation

Gwyn Ashcom, MPH, CHES
Health Educator
Center for Student Health and Counseling
Portland State University
gwyn@pdx.edu

Work History

- MPH (PSU) Health Promotion & Education – 2006
 - Portland State University – Health Educator in the Center for Student Health and Counseling – 1999 to present
 - Various roles along the way
 - Portland State University Adjunct Faculty – School of Community Health – 2010 to present
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Professional Background

- Past certifications, trainings & experience
 - American College Health Association Secretary elect for the executive leadership committee of the Health Promotion Section – 2012
 - NCHEC Division Board for Professional Preparation and Practice – 2011 - present
 - Certified Wellness and Health Coach, Wellcoaches, 2010 - present.
 - Trained Workshop leader for Oregon's Living Well with Chronic Conditions Program – 2010 - present.
 - CHES, NCHEC, 2007- present.
 - Instructor certified for CPR, AED (Automated External Defibrillator), and First Aid, Red Cross, 2011 - present and through the American Heart Association, 2002 - present.
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Why I Became a CHES

- Credibility!!
 - Especially when working in a clinical setting - credentialing legitimizes the work I do.
 - Continuing Education
 - Opportunity to grow as a professional.
 - Helps me to stay current.
 - Networking and expanding beyond College Health
 - Connect with others in the field.
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Seven Areas of Responsibility

Project: PSU Smoking Policy

- Problem identification, campus surveys, latest research and benchmarking
 - I. Assess needs, assets and capacity for Health Education
 - 1.1. Plan Assessment Process
 - 1.3: Collect Quantitative and/or Qualitative Data Related to Health
 - 1.7: Infer Needs for Health Education Based on Assessment Findings
 - Campus/community conversations
 - II. Plan Health Education
 - 2.1: Involve Priority Populations and Other Stakeholders in the Planning Process
 - 2.2: Develop Goals and Objectives
 - 2.5: Address Factors That Affect Implementation
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Seven Areas of Responsibility

- Provide a report and recommendations to the Administration
 - III. Implement Health Education
 - 3.1: Implement a Plan of Action
 - V. Administer and Manage Health Education
 - 5.3: Demonstrate Leadership
 - 5.5: Facilitate Partnerships in Support of Health Education
 - VI. Serve as a Health Education Resource Person
 - 6.1: Obtain and Disseminate Health-Related Information
 - 6.3: Serve as a Health Education Consultant
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Seven Areas of Responsibility

- New policy written in 2008. Revised policy currently being prepared for 2013 based on lessons learned and the issue becoming a “hot topic” in college health as well as in the state of Oregon.
 - VII. Communicate and Advocate for Health and Health Education
 - 7.2: Identify and Develop a Variety of Communication Strategies, Methods, and Techniques
 - 7.4: Engage in Health Education Advocacy
 - 7.5: Influence Policy to Promote Health
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Panel Presentation

Laura Chisholm, MPH, MCHES, RYT
Self-Management Technical Lead
Center for Prevention and Health Promotion,
Oregon Public Health Division/OHA
laura.f.chisholm@state.or.us

Work History

- MPH (PSU) – Health Promotion & Education, 1999
- Professional Experience:
 - Free-lance health writer 1998-2000
 - Writer/Editor, online health management application product manager at WellMed (now WebMD) 2000-2002
 - Oregon Public Health Division 2002-2012
 - Founding coordinator, Oregon AWARE*
 - Health Systems & Self-Management Coordinator
 - Quit Services Manager (Tobacco Quit Line)
 - Chronic Disease Self-Management Technical Lead

*The only time my job title was Health Educator!

Professional Background

- Past certifications, training & experience
 - Emergency Medical Technician (ski patrol/lifeguard)
 - Stanford Chronic Disease Self Management Program
 - Leader & Master Trainer
 - Peer Critical Incident Debriefing
 - Registered Yoga Teacher
 - Certified Mindful Coach
 - Mindfulness meditation and stress reduction
 - Motivational Interviewing
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What I Really Do

- Birds-eye view: administration of state-level health education program infrastructure
 - Manage federal grants and administer programs
 - Coordinate training and technical assistance to local partners who provide programs
 - Manage multi-year projects
 - Grant writing & reporting
 - Provide strategic direction for programs (sustainability)
 - Self-management program business plan
 - Track developments in the field, monitor trends & opportunities
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Why I Became a CHES

- Stay connected to my original training & grounded in my area of personal interest
 - Individual behavior change perspective is a key aspect of improvement of population-level health outcomes
 - Keep my skills up through continuing education
 - Get credit for work-related experience
 - Move out of my comfort zone, try new things
 - Networking, professional and personal growth
 - Stay aware of the larger context, developments in the field
 - Enhance legitimacy of health education as a profession
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Why I Became an MCHES

- Time to take my career to the next level
 - Consolidate and acknowledge a decade of experience
 - Expand opportunities for mentoring
 - Unique opportunity to get advanced certification through experience documentation (no exam!)
 - Increased continuing education requirement
 - Get credit for work-related experience
 - Expand knowledge base and keep things fresh
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Seven Areas of Responsibility

- V: Administer and Manage Health Education
 - 5.1.2 – *Prepare requests/proposals to obtain fiscal resources* (translation: GRANT WRITING!)
 - Project planning and management
 - Program and budget planning
 - Writing, editing, editing, and more editing
 - What we've funded
 - Healthy Communities grants to counties
 - Patient Self Management Collaborative
 - State arthritis program
 - Implementation of self-management business plan
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Things I Got Credit For

- Gave invited presentations at national-level conferences & continuing education events
 - *4.5.4: Disseminate research findings through national conference presentations*
 - Served as an invited member of a national-level advisory committee
 - *6.3.5: Provide expert assistance*
 - Analyzed bills and prepared testimony for a state legislative committee
 - *7.5.1: Use evaluation & research findings in policy analysis*
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Panel Presentation

Julie A. Reeder, PhD, MPH, MS, CHES
Senior Research Analyst
Oregon State WIC Program
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CHES/MCHES Exam

CHES/MCHES Exam Schedule

Twice
Each Year

April

October



The CHES Examination

Style & Structure

- Competency-based
 - Pencil-and-paper exam
 - 165 multiple choice questions; 150 scored, 15 pilot
 - Identifies each Area of Responsibility
 - Offered at over 120 testing locations nationwide
 - Study companion available
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The CHES Examination

Examination Specifications based on HEJA-2010

No.	Area of Responsibility	%
I	Assess Needs, Assets, and Capacity for Health Education	12%
II	Plan Health Education	15%
III	Implement Health Education	24%
IV	Conduct Evaluation and Research Related to Health Education	15%
V	Administer and Manage Health Education	11%
VI	Serve as a Health Education Resource Person	16%
VII	Communicate and Advocate for Health and Health Education	7%

Apply for CHES Exam

April Exam	October Exam	Non-Student Fee	Student Fee
1st Registration Deadline: Dec 1 st	1 st Registration Deadline: Jun 1 st	\$240	\$210
2nd Registration Deadline: Jan 2 nd	2 nd Registration Deadline: Jul 1 st	\$250	\$210
3rd Registration Deadline: Feb 1 st	3 rd Registration Deadline: Aug 1 st	\$280	\$210
Final Deadline: Mar 1 st	Final Deadline: Sept 1 st	\$330	\$265

The MCHES Examination

- Style & Structure
 - Provided at the same sites where CHES exam offered
 - 3 hours to complete
 - 165 multiple choice questions; 150 scored, 15 pilot
 - Stand alone & scenario-based multiple choice items
 - Covers all 7 Areas of Responsibility
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MCHES Examination Specifications

Examination Specifications based on HEJA-2010

No.	Area of Responsibility	%
I	Assess Needs, Assets, and Capacity for Health Education	10%
II	Plan Health Education	15%
III	Implement Health Education	20%
IV	Conduct Evaluation and Research Related to Health Education	16%
V	Administer and Manage Health Education	16%
VI	Serve as a Health Education Resource Person	15%
VII	Communicate and Advocate for Health and Health Education	8%

CHES/MCHES Certification Requirements

- Pass written examination
 - Annual renewal fee
 - 75 hours of continuing education within five-year cycle
 - Recertify at the fifth year if
 - Renewal fees paid
 - Continuing education requirement met
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Employment Opportunities



Check out Job Postings at www.nchec.org
Quick Links Job Postings or
<http://www.nchec.org/news/docs/jobs.htm>

Future Goals of NCHEC

- Market CHES and MCHES certification to employers
 - Enhance professional development for CHES and MCHES
 - Advocate for third-party reimbursement of health education specialists
 - Required university accreditation for CHES exam eligibility
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For More Information

**National Commission for
Health Education Credentialing, Inc**
1541 Alta Drive, Suite 303, Whitehall, PA 18052-5642
888-NCHEC4U (624-3248)
<http://www.nchech.org>

Brochures



Exam Application



Revised Framework



Study Guide



What questions do you have?

Thank you!

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Networking

Extra Slides

Credentialing – What is it?

INDIVIDUALS

—
Licensure

Certification

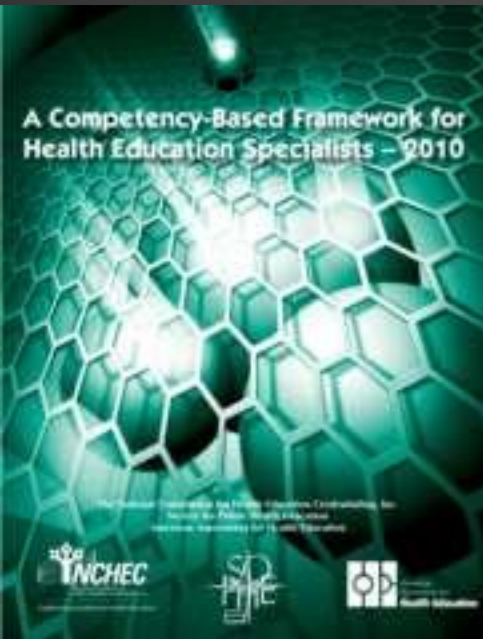
Registration



ACADEMIC
PROGRAMS/
UNIVERSITIES
AND COLLEGES

—
Accreditation

The Framework for CHES



- Broad practice standards
 - Measurable performance
 - Used in curriculum development
 - Used to evaluate continuing education programs
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MCHES Fees & Recertification

- MCHES Exam fees : range from \$250-\$390 based on type of application and submission deadline

	1st deadline	2nd deadline	3rd deadline	Final deadline
MCHES Exam (CHES)	\$250	\$260	\$290	\$340
MCHES Exam (Non- CHES)	\$300	\$310	\$340	\$390

SAMPLE QUESTIONS

- Sample CHES Test Questions
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STUDYING FOR THE EXAM

- Studying for Exam
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Continuing Education CECH Categories

- Category I – Events offered by providers preapproved by NCHEC ; Minimum 45 CECH
 - Category II – Events offered by providers not preapproved by NCHEC; Maximum 30 CECH
 - MCHES - Required to earn 30 CECH directly related to the advanced-level sub-competencies from Category I and/or II
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